

## JOB DESCRIPTION

**Job title:** Interpretation and Place Officer  
**Directorate:** Corporate Strategy  
**Grade:** 4

### JOB CONTEXT / DIMENSIONS / RELATIONSHIPS:

**Reports to:** Communications and Engagement Manager  
**Manages:** None  
**Liaison with:** All relevant stakeholders, internal and external

### JOB PURPOSE:

- Develop and deliver strategic interpretation activities for the National Park to positively promote it, enable access and understanding by the public and encourage their positive use of it.
- Play a key role in developing and delivering the roll out of the Shared Identity for the National Park.

### KEY ACCOUNTABILITIES:

- Develop a Park-wide, strategic and inspiring approach to our place & interpretation work in support of the Purposes and Duty.
- Lead on the delivery of all SDNPA and joint interpretation projects across the National Park.
- Support the continuing development and roll out the place brand for the National Park - shared identity - and sense of place for the National Park – advising stakeholders on its use to add value to their community, business and service.
- Lead on the development of strategic hubs & gateways with partners and externally funded project-based interpretation to enable better understanding, access to and enjoyment of the National Park, underpinned by use of the shared identity.
- Support communities/ parishes and partners on interpretation of their places ensuring fit within wider NP shared identity.
- Promote the National Park and its stories through the development of interpretive projects, copy and materials
- Provide graphic design overview / support to interpretation projects as required.
- Develop interpretation guidance/policies, brand, key messages and best practice.
- Manage the interpretation budget and tender for and manage all external interpretation and design providers, produces evaluation reports and updates as required.
- Provide advice and support in the development of interpretation materials, ensuring consistent application of the Authority's guidance/policies for best practice,
- Other duties as requested by the SDNPA in line with the grading of this post.

## **CORPORATE RESPONSIBILITIES**

Maintain awareness of and compliance with the ethical, legal and policy framework within which the organisation operates including, but not limited to:

- Authority Purposes and Duty
- Performance Development Review Scheme
- National Park Circular 2010 and any subsequent updates
- Data Protection requirements including General Data Protection Regulations (GDPR)
- Freedom of Information Act
- Officers Code of Conduct
- Member/Officer Protocol
- Health and Safety Policies and Procedures
- Equality and Diversity Policy
- Information Technology User Policy
- Information Security Policy
- All policies/procedures and guidance related to the designated role